

Attachments:

- Attachment 12a Upper Kings IRWMP Process and Methods
- Attachment 12b Letters of Support
- Attachment 12c East Orosi Census Income Data
- Attachment 12d Bakman Census Income Data

Upper Kings Basin Integrated Regional Water Management Plan (IRWMP)



Prepared for:

Upper Kings Basin Water Forum
and Kings River Conservation District

In Coordination with:

California Department of Water Resources



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3.6 SOCIAL AND CULTURAL MAKEUP OF THE REGIONAL COMMUNITY

The Central Valley of California is home to five of the top 10 counties in the nation in agricultural production. Fresno and Tulare Counties are ranked number one and two in this list. The Upper Kings Basin IRWMP Region includes these two counties and Kings County, another predominantly agricultural area. However, there is a clear shift in population and demographics in this region due to its proximity to some of the most expensive and growing urban areas in the nation. The cheaper land costs in the Central Valley and population growth in California is expected to make this region a leader in the growth rate over the next 20 years.

This growth is going to test an already challenged region that is home to many of California's poorer communities. Chronic high unemployment has plagued the counties in the region for more than three decades. Low per capita income and isolation from the economic engines of the Bay Area and Los Angeles Basin have led to a cluster of poverty in many of the counties in Central Valley. According to the 2000 census, around 11.1% of U.S. residents were foreign-born compared to somewhere between 16.0 and 24.0% of those residing in the Central Valley counties. Language barriers also are prevalent in this region. More than 30% of the people in this region speak a language in their home that is other than English as compared to fewer than 18% in the entire nation. Despite these challenges, the region is home to a hard-working people, to labor leaders, to business leaders, and to entrepreneurs who are collaborating to bring about change for the betterment of the region. Relevant social and economic data is presented below in Table 3-13.

Table 3-13. Socio-Economic Information on Counties in the IRWMP Region

	Fresno County	Tulare County	Kings County
Population 1990	667,000	302,000	94,000
Population 2000	763,000	368,000	129,000
Percent Population Growth	14.3%	18.6%	27.6%
Median Household Income	\$35,000	\$34,000	\$36,000
Median Age	30	29	30
% of Total Workers Employed in Agriculture	11.6%	18.6%	19.0%

Source: 2000 Census Data

3.6.1 ECONOMIC CONDITIONS AND TRENDS

Economic development in the region requires a stable and reliable water supply of appropriate quality. The water supply reliability and water quality are critical to maintaining the local economy in three primary sectors: jobs creation, economic diversification, and housing. During the second half of the twentieth century, the Region's economy has been driven by agriculture

and residential development. Despite the success of the agricultural economies and urban growth, the Region's unemployment rate has remained among the highest in California and the average wage levels have been low. Economic development will require the water districts, counties, cities, private sector, and other organizations to create good jobs at a faster rate than population growth to bring the Region in line with the rest of California in terms of employment rates and wage levels.

3.6.2 JOBS

The counties and cities are working to create jobs, expand and diversify the economic base, and prepare the labor force for the changing global economy. One of the regional priorities is to expand the region's job base to strengthen the area's historical economic base of agriculture. It is essential for the county's agricultural economy to remain at the cutting edge in crop selection and growing practices, and this requires an adequate water supply.

Technological and marketing advances have opened up new global markets for the Region's produce. At the same time, shifts in cropping patterns can have very positive impacts for employment opportunities. Shifts in consumer preferences and technological advances in food processing have created many new economic opportunities in agriculture. Combined with emerging international markets, the volume demand can support a scale of production well beyond the crop levels currently produced. Therefore, value-added food processing can become a much stronger industrial sector in the region, creating an increased number of well-paying jobs, but this can only occur with a sustainable water supply.

3.6.3 DIVERSIFIED ECONOMIC BASE

A stable and reliable water supply is needed to improve economic stability, accelerate the pace of job growth, maintain the quality of life for residents in the county, and diversify the job base in the Region. Opportunities for diversification exist both in old and new industrial sectors. Industries such as metal fabrication and machinery that have emerged from the Region's historical agricultural economy are now heavily engaged in production of a wide range of components for the consumer economy. Newer business opportunities in areas such as information technology have also gained a foothold in the region and should be nurtured and expanded into cornerstones of the future regional economy.

Every year, the area plays hosts to millions of visitors, more than half of which come for recreation. As the region's economy diversifies, demand for business travel will increase, with the need to develop more and better accommodations, amenities, and services. Similarly, the Region's location as a gateway to Yosemite and the other Sierra attractions creates the opportunity for recreational and resort development in the foothills that can have a very

beneficial impact on the local economy. Water is needed to diversify the economy, support recreational uses, and sustain current economic development and land use plans.

3.6.4 HOUSING

Cost effective water supplies are needed to support the areas and meet the housing goals and objectives passed down to the state and adopted in the regional city and county housing element of the local general plans. With low median incomes, additional costs for drinking water treatment, delivery, and wastewater treatment will be important if housing is to be affordable to low and moderate income households.

3.7 DISADVANTAGED COMMUNITIES

A process for identifying and including disadvantaged communities (DACs) in the development of the Kings IRWMP was based on the criteria defined in CWC § 79505.5(a). The CWC identifies “a community with an annual median household income (MHI) that is less than 80 percent of the statewide annual MHI” as disadvantages. The Water Forum used Census 2000 data and 80 percent of the statewide annual MHI of \$37,994. The total population for the Region was determined using Census 2000 Summary File 3 (SF-3), file GCT-P14, Income and Poverty in 1999: 2000. The resulting map of DAC is shown in Figure 3-9. DACs have an annual MHI of \$37,994. Table 3-14 lists the unincorporated areas that fall under the category of disadvantaged community. This includes population and income data for the portion of the Region that lies within Fresno and Tulare counties. The projects needs of DACs are discussed further in Chapter 8.

3.7.1 PARTICIPATION AND INVOLVEMENT OF DISADVANTAGED COMMUNITIES IN IRWMP

The purpose of this section is to describe the involvement of the disadvantaged communities in the Upper Kings Basin IRWM planning process.

Water Forum undertook proactive steps to ensure inclusion of the disadvantaged communities’ needs and interests in the planning process of the IRWMP and in the regional project definitions. After the disadvantaged communities’ representatives were identified, the Water Forum extended an invitation to attend the Water Forum meetings. Meeting minutes and educational materials were made available to the representatives to help them become familiar with the Water Forum’s efforts in developing the IRWMP. The opportunity to join the Water Forum was also extended to interested disadvantaged communities. Several cities that met the criteria for disadvantaged communities, such as, the cities of Dinuba, Fowler, Kerman, Parlier,

Table 3-14. Unincorporated Disadvantaged Communities

Unincorporated Disadvantaged Communities	County	Population	Median Household Income	Entity
Biola	Fresno	1,000	\$32,667	Biola CSD
Cutler	Tulare	4,491	\$24,330	Cutler PUD
Delft Colony	Tulare	400	unknown	TCCSAZOB ¹
Del Rey	Fresno	950	\$26,458	Del Rey CSD
Easton	Fresno	1,966	\$31,172	Easton CSD
East Orosi	Tulare	426	\$26,071	East Orosi CSD
Laton	Fresno	1,236	\$35,408	Laton CSD
London	Tulare	1,848	\$21,678	London CSD
Monson	Tulare	200	unknown	unknown
Orosi	Tulare	7,318	\$30,400	Orosi PUD
Raisin City	Fresno	165	\$24,167	FCCSA #43 ²
Seville	Tulare	unknown	unknown	Seville Private Wtr Co -D Lane
Seville	Tulare	unknown	unknown	TCCSAZOB
Sultana	Tulare	750	\$12,000	Sultana CSD
Traver	Tulare	732	\$24,500	Traver LLC Private Water Co
Traver	Tulare	732	\$24,500	TCCSAZOB
Yettem	Tulare	400	\$31,736	TCCSAZOB

1. Tulare County County Service Area #1 Zone of Benefit

2. Fresno County County Service Area

and Selma, joined the Water Forum. The disadvantaged communities, as members of the Water Forum, participated in the development of the goals and objectives for the IRWMP.

Additional outreach efforts targeted underrepresented communities that were unincorporated such as Biola, Cutler-Orosi, Raisin City and others. The disadvantaged communities of Cutler-Orosi and Raisin City, represented by Raisin City Water District, joined the efforts in defining the process of meeting the goals of the IRWMP. The water issues affecting the disadvantaged community of Culter-Orosi are the primary issues that would be addressed by an IRWMP priority project sponsored by the Alta Irrigation District. The RCWD sponsored a long-term project identified in the IRWMP to meet local water issues. In addition, the RCWD committed a funding contribution toward the efforts of developing the IRWMP.

For the DAC communities that remained unrepresented, the Water Forum recruited the services of Self-Help Enterprises, Tulare County, to identify and provide needs assessment of the unincorporated disadvantaged communities. The results of the needs assessment can be found in Chapter 8, Table 8-3.

ditch and rehabilitating and equipping the existing oxidation ditch with an anoxic basin to provide effluent total nitrogen concentrations less than 10 mg/L.

Purpose/Need/Problem

The existing wastewater treatment plant is near capacity and will not be able to adequately serve projected growth for the area.

Benefits

Quantitative: The upgrade plant will allow for expanded treatment capacity from 2.4 to 5 MGD.

Qualitative: The increased treatment capacity will produce additional and more effectively treated reclaimed water for potential recharge and re-use projects.

Impacts of the No-Project Conditions: The potential impacts of doing nothing will produce higher concentration of nitrate levels, lower quality sludge, overall lower quality effluent, and poorer air quality, and will limit urban development.

Relationship to Existing Plans

General Plan: This project is consistent with the City of Reedley General Plan.

Facilities Plan: The WWTP Facilities Master Plan identifies this project as Phase 1 of a two-phase project expanding the plant's capacity to 5 MGD and ultimately to 7 MGD.

Urban Water Management Plan: This project is consistent with the planning and goals found within the City of Reedley UWMP. It provides for current recharge of the groundwater basin and future reuse.

Groundwater Management Plan: This project is consistent with the goals of providing recharge to the groundwater basin by use of reclaimed water in-lieu of groundwater pumping.

Disadvantaged Community: No

Project WQ 2- Disadvantage Community Water Quality Program

Water quality and supply problems are an ongoing challenge in disadvantaged communities. The process of identifying the water quality, water supply and wastewater treatment issues of DAC required additional and unique outreach efforts. The Water Forum worked with Self Help

Enterprises to define drinking water and wastewater treatment needs of the DACs in the Kings Region. Table 8-3 lists some of the identified water supply and wastewater issues for the disadvantaged communities. Figure 8-2 shows the location of water and wastewater needs in the DAC within the IRWMP. This is not a comprehensive list and further work is needed to define needs and set priorities. Underrepresented communities have unique needs, knowledge and water concerns that often go unrecognized. The DACs have limited or no resources and many do not have the management, technical, staffing or financial capacities needed to conduct investigative studies or develop engineering solution. In addition, the DACs often experience water related problems that are beyond what the individual communities are able to address. It is often challenging for these communities just to maintain the existing systems. Some communities are in need of upgraded or new supply or treatment systems to meet drinking water standards.

The Water Forum, through its community affairs and outreach program will need to more actively reach out to the DACs and be creative in the approach to helping these communities. Through educational efforts, outlined in the outreach plan, the Forum intends to further involve and actively seek participation in refining goals and objectives to meet the needs of the DACs in the region.

A number of the disadvantaged communities within the area are currently experiencing groundwater contamination issues (pesticides, nitrates, and bacteria), leading to the shutdown of municipal wells and creating the need to drill new wells. Observed contaminants include DBCP, nitrate, arsenic, and coliform in the communities of Biola and Caruthers in Fresno County, and in Culter, East Orosi, Monson, Sultana, and Yettem in Tulare. Sultana has only one operational well due to two others being shut down due to DPBP contamination. Yettem currently has only one operational well that is in compliance with the nitrate objective. Water quality sampling in the community of Raisin City in Fresno County in 2000 revealed contamination of individual wells with gross alpha radiation, uranium, DBCP, nitrates, and coliform bacteria. Facility improvement needs are currently being investigated.

Many of the same communities are also facing costs to maintain, upgrade treatment, or expand wastewater treatment facilities and comply with RWQCB requirements.

It is generally acknowledged that the types of DAC projects that require financial and technical support are independent stand alone projects that do not fit well into the regional planning context of the IRWMP, and many of the needed projects would be hard pressed to document regional benefits or demonstrate integration of water management strategies. The Kings IGSM seeks to better define and quantify the needs, and define ways for working with the DACs to obtain funding, provide safe drinking water, and treat wastewater to comply with standards and protect public health and safety. The Water Forum will work to support the DACs; match

Table 8-3. Water Related Issues Identified for the Disadvantaged Communities within the IRWMP Area

Disadvantaged Communities	Water			Wastewater			
	Issues	Solutions	Estimated Cost	Issues	Solutions	Capacity (gpd)	Estimated Cost
Biola				near capacity	Build additional aerated lagoon	200,000	TBD
Cutler	DBCP, Nitrates, Water capacity	Regional surface water treatment as Proposed by AID.	included in Orosi estimate below	Near capacity for Inflow & Infiltration	replace/reline collection system to prevent infiltration	Near Maximum Capacity	TBD
Delft Colony	Iron in well #1	TBD	TBD				
Del Rey				Capacity committed to development	expand capacity	TBD	TBD
Easton	Private wells with DBCP/ nitrate/ bacteria. School on bottled water.	New community water system, but lacks community support.	TBD				
East Orosi	Both wells at times exceed nitrate MCL	Drill new wells. Investigate connection to Cutler-Orosi Program of AID	TBD	near capacity	Build additional capacity at Cutler-Orosi plant	TBD	TBD
Laton						65% of capacity	
London	Inadequate supply, storage, distribution	New well, storage, replace and loop undersized pipelines	\$2,500,000	Aeration system inadequate; low DO	Replace aeration system at treatment plant	300,000	\$250,000
Monson	Contaminated private wells	Determine community and County support. Organize and build new	TBD				

Disadvantaged Communities	Water			Wastewater			
	Issues	Solutions	Estimated Cost	Issues	Solutions	Capacity (gpd)	Estimated Cost
		community water system.					
Orosi	Nitrates, Water capacity	Regional surface water treatment as Proposed by AID.	\$17,000,000	At capacity for Inflow & Infiltration	replace/reline collection system to prevent infiltration	Currently at Maximum Capacity	\$2,000,000
Raisin City	New system needs 2nd well and storage	Drill 2nd well and/or install storage tank	TBD	Unsewered			
Seville	Old leaky pipelines, Shallow well (125'), nitrate just below MCL	Reorganize ownership, purchase and replace water system	TBD	At capacity; sewer lines too shallow	Build additional capacity at Cutler-Orosi plant/	Currently at Maximum Capacity	TBD
Sultana	1 active well, DBCP over MCL for backup well	Need Feasibility Study to determine best options	TBD	Near capacity	Build additional capacity at Cutler-Orosi plant	80,000	TBD
Traver				Currently at Maximum Capacity	Build additional capacity	TBD	TBD
Yettem	Well #1 exceeds nitrate MCL and is blended in 150,000gal tank with well #2 water.	TBD	TBD	Currently at Maximum Capacity	Build additional capacity at Cutler-Orosi plant	Currently at Maximum Capacity	TBD

available data would indicate that groundwater is currently meeting standards in most cases and has historically sustained municipal and agricultural beneficial uses. For recharge projects sited in areas identified as having groundwater of sufficient quality to meet beneficial uses, the higher quality source water will retain quality sufficient to continue to meet these beneficial uses, even after mixing with lower quality groundwater. This will allow full utilization of the source water, when extracted.

Other Environmental Resources

Pre-clearance surveys are to be conducted prior to acquiring land for development of IRWMP related projects. For recharge projects this includes pre-clearance surveys will be required prior to taking title to the land including, biological/botanical; Phase 1 hazardous materials, and review of cultural resources. This is intended to completely avoid any environmental constraints or negative effects. In addition, projects are being designed to incorporate environmental and habitat features. Visual resources from recharge facilities will not be effected since the will preserve the open space character in the area where facilities are to be developed. The effects to agricultural lands are minimal. There may be some conversion of prime farmland to recharge ponds, but since one of the objectives of the IRWMP is to preserve agricultural land uses through provision of a long term water supply, these effects are thought to be marginal.

9.9 ENVIRONMENTAL JUSTICE CONCERNS

Environmental justice is a key component of the IRWMP and the Forum has a sound process to address any environmental justice concerns that may arise during planning and implementation of projects. A brief description of this process is provided below.

Potential project sites will be selected based upon soil conditions, water availability, water delivery facilities, agency coordination, environmental value, and landowner cooperation. The predominant factor for site selection is the existing soil characteristics and its water percolation ability. Areas with low or problem groundwater levels will be rated higher and given priority over areas with good groundwater conditions. Potential projects in areas, towns, or cities will not be rated and prioritized based upon characters of size, ethnicity, economics, or religious beliefs. Thus, no environmental justice concerns will be issues for the proposed projects or for the program in general.

During the environmental CEQA process, local, state, and federal resource and regulatory agencies, landowners, and the public will be informed of the proposed projects. The agencies

and public will have the opportunity to review, address, comment upon, and to provide input into the environmental process.

In addition, the Upper Kings Basin IRWMP is targeting defining the specific needs of disadvantaged communities and working to equitably distribute funds to those areas that lack the management, technical, and financial capacity to compete for the available funds against the larger more well organized water district and cities within the Kings Region.

9.10 RELATIONSHIP TO OTHER REGIONAL EFFORTS

The Water Forum support local primacy in the planning process and a “bottoms- up” approach to water management while also recognizing the other regional resource management effort in the Kings Basin and Southern San Joaquin Valley, including the Tulare Basin, and the relationship to the State’s effort. In the long term, participation and coordination of with these efforts will support the implementation of the Upper Kings Basin IRWMP by leveraging the synergy of work approaches and coordinating all work products. Figure 9-7 shows how other planning efforts in the Kings Region are integrated and how the Upper Kings Basin IRWMP fits into the other large scale efforts. In addition, these complementary regional efforts will help the Water Forum in prioritizing the regional goals for the Upper Kings Basin IRWMP. A brief description of the key regional efforts is given below.

9.10.1 SOUTHERN SAN JOAQUIN VALLEY WATER QUALITY COALITION

Kings River Water Association (KRWA) and KRCD are participating in the Southern San Joaquin Valley Water Quality Coalition (SSJWQC), which was established in 2002. The SSJWQC was formed to deal with water quality issues and concerns affecting the Kings River area and the Tulare Lake Basin. The SSJWQC participating agencies believe that they will be better served approaching these and other water quality issues on a regional approach rather than individually.

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SECTION ONE – BACKGROUND

INTRODUCTION

With all of today's issues surrounding water, understanding this vital resource is nearly as important as using it. It's vital to work together on this critically important resource that is all too often found to be in short supply. Local interests and stakeholders have come together to form a new collaborative program, the Upper Kings River Basin Water Forum (Water Forum).

The Water Forum's goals are to ensure water reliability, enhance water quality and address agricultural, urban and natural resource needs. It's important for coordinated decision-making and communication with the communities in the region in order to achieve these goals. The Water Forum needs to demonstrate that local initiatives can adequately address broader water resource issues in a coordinated and comprehensive manner.

Several objectives have been framed by the Water Forum, including development and implementation of a community relations strategy to provide outreach and the education of the public and decision makers on water management problems and solutions. This plan provides a framework for community outreach activities over the next five years. Each year, the Water Forum will review the plan and develop an annual scope of work to implement individual tasks. Final approval of a specific year's scope of work is subject to approval by the Water Forum.

GOALS

The following objectives for the public outreach process were developed:

1. Brand the Water Forum as a regional entity addressing water reliability and quality and agricultural, urban and natural resource needs.
2. Educate the public about the region's water resources issues.
3. Promote an Integrated Regional Water Management Plan (IRWMP) to gain support for water management strategies being considered by the Water Forum.
4. Mobilize the electorate to vote on projects that improve regional water reliability and quality.

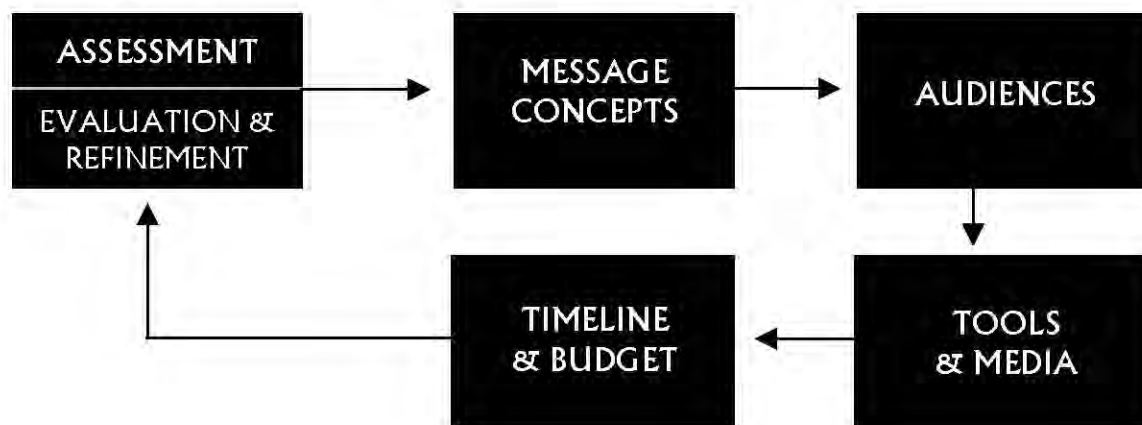
The Strategic Communication Plan's purpose is to provide a strategic foundation and direction for specific tasks to be conducted during the next five years. It provides a structure for documenting progress during the outreach effort and offers guidelines to be considered each time new materials and activities are to be developed which target specific audiences.

STRATEGIC PLANNING PROCESS

Several message concepts for each of the stated goals were developed through a consensus process with Water Forum members. The audiences to be reached were identified, as well as the tools and media to be used in communicating with those audiences. All of these elements, including strategies for assessing the public outreach effort, are discussed in detail in Section Two. The timeline, budget and description of recommended tasks, activities and materials to be developed over the next five years are presented in detail in Section Three.

A draft of this Plan was reviewed by the Water Forum, their input was incorporated, and this final Plan was developed.

Figure 1. Strategic Planning Process



SECTION TWO – STRATEGY

INTRODUCTION

This section of the Plan outlines the strategy to be utilized in implementing the public outreach effort. It specifically presents:

- Message concepts to be communicated
- Audiences to be reached
- Tools and media to be used
- Assessment strategies

SIGNIFICANT FINDINGS AND STRATEGIC OBJECTIVES

Through several months of roundtable discussions the Water Forum generated a substantial amount of information, which was distilled into the following priority issues:

- Overdraft of the groundwater resource
- Water supply reliability
- Degradation of water quality
- Urban development
- Protection of water rights
- Sustaining the agricultural economy
- Protection of life and property from flooding
- Protection of the environment

And, resulted in the following regional goals:

- Halt and ultimately reverse the current overdraft and provide for sustainable management of surface and groundwater.
- Increase the water supply reliability, enhance operational flexibility, and reduce system constraints
- Improve and protect water quality.
- Provide additional flood protection.
- Protect and enhance aquatic ecosystems and wildlife habitat.

To achieve these goals, the Water Forum developed regional planning objectives. These objectives included development and implementation of a community relations strategy. The Water Forum

derived the four strategic communication objectives, described in Section One above, to guide the community outreach effort over the next five years.

MESSAGE CONCEPTS

In order to brand the Water Forum effectively, it is necessary to transform the strategic objectives for public outreach into messages that can be conveyed through appropriate tools and media. It is important to note that these message concepts are not the actual text to be utilized in the media and communication tools but are the concepts that are to be conveyed to the audience. The appropriate text will be developed from the concepts as each component of the public outreach effort is produced.

Objective 1: Brand the Water Forum as a regional entity addressing water reliability and quality for agricultural, urban and natural resource needs.

Message Concepts:

- a. The Water Forum is a regional effort that includes involvement from cities, county, irrigation districts, resource agencies and environmental groups.
- b. Members of the Water Forum have been addressing water supply and quality issues for many years.
- c. Water Forum participants realize that water, land use, and environmental resource issues are interrelated and of regional scope.

Objective 2: Educate the public on the issues of the region's water resources.

Message Concepts:

- a. Overdraft of the groundwater resource is the primary problem to be addressed in the Kings River Basin.
- b. Water demand has exceeded the available surface and groundwater supplies as they are currently developed and managed.

- c. Migration of poor quality water is a factor in the operation of the groundwater basin.
- d. Water is a finite resource.

Objective 3: Promote the IRWMP process to gain support for water management strategies being considered by the Water Forum.

Message Concepts:

- a. The IRWMP will define projects and programs to manage and develop the surface water and groundwater supplies in a sustainable manner.
- b. The IRWMP is the result of a collaborative planning process that is intended to plan for the future as well as reduce or avoid conflicts related to the water supply, groundwater management, ecosystem restoration, and water quality.

Objective 4: Mobilize the electorate to vote on projects that improve regional water reliability and quality.

Message Concepts:

- a. New water supply infrastructure is needed today to meet future demands from urban growth, environmental needs and agricultural usage.
- b. Projects proposed for development have been identified through an integrated hydrologic model of the Kings River Basin to determine the optimal benefits they provide to water resources planning.

AUDIENCES

Specific audiences must be reached in a targeted manner if the Water Forum's public outreach effort is to be successful. This section describes these specific audiences, which are divided into two groups: potential customers and influencers. To produce a measurable change in public awareness and support for the Water Forum, the public outreach effort must prioritize communication with these various audiences on a repeated basis with simple, clear messages. The audiences to be reached include:

Potential Customers

- Large Industry COOs
- Developers
- Agribusiness Owners
- Small Business Owners
- General Public

Influencers

- Business Organizations
- Service Clubs
- Environmental Groups
- Taxpayer Groups
- Media
- Government Officials

Below is description of each of the audiences to be reached.

Large Industry COOs

The chief operations officers (COOs) are responsible for facilities management and would be most interested in the benefits of a reliable water supply. The following industries should be targeted for outreach through one-on-one information exchange meetings:

- Food processing
- Manufacturing
- Hospitals

Another opportunity to reach executives is through presentations at business organizations and service clubs.

Developers

Restrictions are being placed on developers to identify a water supply before a subdivision can go forward. This has made them more aware of the importance of a high quality and reliable water supply. The most effective communication tools for reaching this audience include:

- One-on-one information exchange meetings

- Briefings and/or presentations to the Board of Directors of the Building Industry Association and various committees
- Periodic updates through association newsletters

Agribusiness Owners

Growers depend on reliable, low cost water to irrigate their crops. Due to the large number of stakeholders in this audience, it is recommended that they be reached through direct mail and trade organizations such as the Fresno County Farm Bureau and the Western Growers Association.

Small Business Owners

Small businesses have little time to run their business and stay involved in all the additional topics related to resource issues. This audience should be considered a sub-group of the general public in that they also need assistance in understanding the wider issues, problems and solutions associated with water resource management. Targeted print materials, direct mail, editorials and media exposure are all effective tools with this audience.

General Public

It will be important to maintain an open, public process where citizens are kept informed and allowed to participate in shaping local solutions. If the Water Forum is in the position to build a project, it will be important that the public already know, respect and trust the Water Forum. This level of awareness requires a public awareness campaign utilizing mixed media.

Certain media, including radio and television, are sold by demographics making it necessary to identify target audiences by age, gender and place. For radio and television, demographics are used to select the programming and stations that deliver the broadest audience for the resources allocated to the effort.

One of the largest audiences to be reached in the public outreach effort is the English speaking general public, 25 years of age and older, who reside in the Water Forum service area. This group will be the primary target audience of the media strategy. Within this demographic, most homeowners who vote can be targeted.

Due to the large Latino population in the Water Forum service area, it is recommended that the secondary target audience be the Spanish speaking general public, 25 years of age and older. In general, the Latino community is made up of three generations, each having a different degree of assimilation into American culture. The most effective way to reach these three population segments is to provide messages in Spanish through Spanish radio, television and one-to-one communication.

A combination of media will be selected for the campaign based on each medium's strength to deliver messages to all or segments of the general public in a cost-effective and message-appropriate manner.

Business Organizations

There are many business organizations that exist to recruit new business and provide support to existing businesses and industries. Most of these groups have regularly scheduled meetings where the Water Forum could discuss its short and long-term integrated water management strategies in detail with key executives.

- The economic development corporations (EDCs) for each county
- The chambers of commerce for each of the cities

Endorsement from such organizations would help tremendously as Water Forum meets with business and industry stakeholders to garner support.

Service Clubs

Many key community leaders participate in service clubs, such as Rotary, Kiwanis, Lions, etc. Most groups that regularly schedule meetings are interested in filling their calendars with well-prepared programs that provide essential information on quality of life in the community. Presentations allow for communicating the more complex messages and should be structured to provide clear information and give the group members an opportunity to ask questions and make comments. Many members of these audiences will disseminate the messages to others through word-of-mouth communication.

Environmental Groups

Environmental groups will have concerns about water quality and the health of the aquatic ecosystems in the region. They often pursue litigation as a method of forestalling project progress. It will

be important to meet with environmentalists and maintain open lines of communication to avoid long, protracted battles. By addressing their concerns and incorporating environmental solutions into the planning, the Water Forum may find support instead of adversity.

Taxpayer Groups

Taxpayer groups will register concern over the fiscal impact of projects on taxpayers. It will be important to meet with these stakeholders to assure that communication lines are open and clear.

Media

Media representatives are considered to be an audience because of the important role they play in disseminating the messages, particularly in news coverage of events and related stories. An ongoing task of the public outreach effort will be to respond to changes in media staffing and programming strengths as well as identify the most effective media opportunities for Water Forum. Through these efforts, media representatives will be able to present water resource messages more accurately.

Government Officials

The level of knowledge about water resource issues, specifically groundwater, will vary greatly among government officials. This necessitates the tailoring of the message content to targeted sub-groups. These sub-groups include the following:

- Mayors and city council members
- Public works directors and county administrative officers (CAOs) for each of the counties that fall within the Water Forum service area
- Board of Supervisors for each of the counties
- Planning commissions of each local and county entity

State and federal policymakers are another important sub-group within the government audience. These key leaders shape water resource policy and influence many of the local officials.

One-on-one meetings with these key stakeholders will be one of the most effective communication tools with this audience. Printed materials, a long format video and a PowerPoint presentation are all support tools that will facilitate efficient and effective meetings.

Stakeholder Involvement – Environmental Justice

Under Title VI of the Civil Rights Act of 1964 and Environmental Justice, agencies are required to ensure no person is excluded from participation in, denied the benefit of, or subjected to discrimination under any program or activity receiving Federal financial assistance on the basis of race, color, national origin, sex, disability, or religion.

To ensure the proposed Integrated Regional Water Management Plan meets the intent of Title VI and Environmental Justice the Water Forum developed three main fundamental Environmental Justice principles:

- Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income population.
- Ensure the full and fair participation by all potentially affected communities in the integrated regional water management plan decision-making process.
- Prevent the denial of, reduction in or significant delay in the receipt of benefits by minority and low-income populations.

These principles will guide development of the Integrated Regional Water Management Plan to ensure responsiveness to the needs of disadvantaged communities. The main outreach activities proposed under this program include the following public notification tools:

- Culturally Adapted Community Fliers
- Radio Advertising
- Direct Mail
- Notices in Non-English Language Publications
- Display Ads / Workshops
- Translator / Interpreter for Non-English Speaking Individuals
- Auxillary Aids
- Meetings To Be Held In Locations Accessible By Public Transportation For The Transit Dependent

By implementing these outreach activities we can enhance public involvement processes thereby eliminating participation barriers and encouraging minority and low-income populations in regional water related decision-making.

Figure 2. Audiences Targeted to Receive Specific Message Concepts

MESSAGE CONCEPTS	AUDIENCES										
	Potential Customers						Influencers				
	Government Officials	Large Industry COOs	Developers	Agribusiness Owners	Small Business Owners	General Public	Business Organizations	Service Clubs	Environmental Groups	Taxpayer Groups	Media
<i>Objective 1. Brand Water Forum as a regional entity addressing water reliability and quality for agricultural, urban and natural resources needs</i>											
1a. The Water Forum is a regional effort that includes involvement from cities, county, irrigation districts, resource agencies and environmental groups.	•	•	•	•	•	•	•	•	•	•	•
1b. Members of the Water Forum have been addressing water supply and quality issues for many years.	•	•	•	•	•	•	•	•	•	•	•
1c. Water Forum participants realize that water, land use, and environmental resource issues are interrelated and of regional scope.	•	•	•	•			•	•	•		•
<i>Objective 2. Educate the public on the issues of the region's water resources</i>											
2a. Overdraft of the groundwater resources is the problem to be addressed in the Kings River Basin.	•	•	•	•	•	•	•	•	•	•	•
2b. Water demand has exceeded the available surface and groundwater supplies as they are currently developed and managed.	•	•	•	•	•	•	•	•	•	•	•
2c. Migration of poor quality water is a factor in the operation of the groundwater basin.			•	•					•		
2d. Water is a finite resource.	•	•	•	•	•	•	•	•	•	•	•
<i>Objective 3. Promote the IRWMP process to gain support for water management strategies being considered by the Water Forum</i>											
3a. The IRWMP will define projects and programs to manage and develop the surface water and groundwater supplies in a sustainable manner.	•						•	•			•
3b. The IRWMP is the result of a collaborative planning process that is intended to plan for the future as well as reduce or avoid conflicts related to the water supply, groundwater management, ecosystem restoration, and water quality.	•	•	•	•	•	•	•	•	•	•	•

MESSAGE CONCEPTS	AUDIENCES										
	Potential Customers						Influencers				
	Government Officials	Large Industry COOs	Developers	Agribusiness Owners	Small Business Owners	General Public	Business Organizations	Service Clubs	Environmental Groups	Taxpayer Groups	Media
<i>Objective 4. Mobilize the electorate to vote on projects that improve regional water reliability and quality.</i>											
4a. New water supply infrastructure is needed today to meet future demands from urban growth, environmental needs and agricultural usage.	•	•	•	•	•	•	•	•	•	•	•
4b. Projects proposed for development have been identified through an integrated hydrologic model of the Kings River Basin to determine the optimal benefits they provide to water resources planning.	•						•	•	•		•

TOOLS AND MEDIA

Overall, the Water Forum's public outreach effort will utilize a combined approach of community relations and mixed media to reach the target audiences. Figure 3, found at the end of this section, summarizes which tools and media will be used to reach specific audiences. Figure 4 illustrates which media will be used for communicating the specific message concepts.

Tools

- Stakeholder Meetings
- Speakers' Bureau
- Community Relations
- Editorial and Media Relations
- Long Format Video
- Website
- Printed Materials

Media

- Television
- Radio
- Newspaper
- Signage

Stakeholder Meetings

An important part of the public outreach strategy is to meet in person with key community leaders to communicate the basic message concepts. One-on-one stakeholder meetings are especially

appropriate for reaching government officials, large industry COOs and special interest groups. Implemented as information exchange sessions or group workshops, this form of personalized communication is most effective for addressing concerns and gaining support. Print materials should be used and left behind for reference.

Speakers' Bureau

Audiences within governmental agencies, businesses, industry, community groups and environmental groups will be reached, in part, through a speakers' bureau. Speakers will present a prepared program that can include a long format video on the Water Forum and/or a PowerPoint presentation with project details. Printed materials will be disseminated and participants' questions answered. Audiences can be asked to evaluate the products and provide input on issues of concern.

Community Relations

Existing networks can be utilized to set up stakeholder meetings, recruit presenters and speaking engagements, and disseminate targeted materials through existing association newsletters and publications.

Editorial and Media Relations

Editorial and media relations is an extremely valuable tool for building widespread awareness of the Water Forum and its efforts to improve the reliability and quality of the water supply in the Kings River Basin. With this tool, an organization is able to garner critical third-party endorsements that directly reach a target audience. These endorsements come from well-respected journalists, analysts and other community opinion leaders, so the general public perceives the message as genuine. In addition, published reports and articles secured through these activities are able to include a detailed explanation of the desired message, which translates into highly effective communication to the target audience. Specific elements include:

- **Backgrounder** – a detailed document describing the history of the Water Forum, the need for its services, and the value that it brings to the service area.
- **Point of View** – a several page description of the organization's view on current issues and how it will approach these issues
- **Fact Sheet** – a one or two page document that highlights the crucial facts needed to understand water resource issues in the region.

- **Press Release** – an announcement distributed to key media to highlight specific news related to the Water Forum's goals.
- **Case Study** – an example of how similar efforts worked in other regions of the State.
- **Media Kit** – a compilation of PR materials that is used to communicate the Water Forum's messages to a desired audience
- **Article Abstracts** – specific article ideas sent to editors and writers to suggest a story that will relate to the organization's goals.
- **Editorial Pitching** – contact with targeted editors and writers to develop story ideas and secure coverage.
- **Press Tour** – a scheduled campaign of face-to-face meetings with targeted editors, writers, and other thought leaders to develop personal relationships and accurately convey the desired messaging through dialogue.
- **Event Planning** – the planning and execution of a public event to promote broad community awareness of a project or issue that relates to the Water Forum's goals.

Long Format Video

Audio-visual tools, such as a long format video, are effective in communicating concise messages in group settings. The video can be designed and produced to communicate messages that require more time and detail than can be realized in a television or radio spot. It is an especially useful tool for branding the Water Forum as a reliable entity addressing water reliability and quality.

Website

A website offers easy access to information about the Water Forum and the opportunity to have visual understanding of tough concepts like groundwater overdraft. It is an effective tool because different pages can be tailored to specific audiences. Websites also facilitate inquiries from and responses to the general public through email.

Printed Materials

Printed materials, such as brochures and fact sheets, will be used in the public outreach effort to reach all of the identified audiences.

Media Planning

Media strengths change over time. The television market has experienced dramatic change over the past ten years with the entrance of new competitors and the expansion of cable TV. The radio market has always been fragmented. This trend continues with frequent format changes and lack of audience loyalty. Media analysis will be completed each time a new purchase is made to assure the public outreach effort is as cost effective as possible. Generally, the following components are scheduled into a coordinated communications strategy:

- Newspaper advertisements
- Television public service announcements
- Radio public service announcements
- Signage

To accomplish effective branding in the minds of the general public, the media plan should include at least two mixed media campaigns each year. Each campaign should focus on a central theme and last six to eight weeks.

The Greater Fresno Area is served by a number of television and radio stations, one general market newspaper and a number of smaller newspapers that target rural audiences. Due to the area's relative isolation from media influences from Los Angeles and the San Francisco Bay Area, there are certain communications advantages including broad market coverage, control and cost efficiency.

Television

All television stations located in the market area have viewership levels that will be effective in the public outreach strategy. Generally, television will be used to reach all target audiences within the general public. Television advertising purchases will be based on gross rating points and size of target audiences delivered by available programming. The cost will be balanced with decisions about the type of programming the Water Forum should be identified with. Programming will be selected based on the age of the viewer and other relevant demographics. Public service time will be considered in the media planning process, as some stations are willing to contribute more than others. A list of television stations to be considered includes:

- | | |
|---|-------------------------------------|
| • KVPT, Channel 18 (Valley Public Television) | • KFRE, Channel 59 (WB) |
| • KSEE, Channel 24 (NBC) | • KFTV, Channel 21 (Univision) |
| • KMPH, Channel 26 (FOX) | • KNSO, Channel 51 (Telemundo) |
| • KFSN, Channel 30 (ABC) | • KMSG, Channel 55 (Azteca America) |
| • KGPE, Channel 47 (CBS) | • ComCast (Cable) |
| • KAIL, Channel 53 (UPN) | |

Radio

Radio will also be used to reach most of the target audiences within the general public. A current list of the most popular radio stations should be prepared for every campaign analyzing the audience by demographic and time-of-day factors. The following is a summary of the “top ten” radio stations based on the four-book Arbitron average (Winter 2002 – Fall 2002).

STATION	AVERAGE AQH RATING*	AVERAGE AQH SHARE*	AUDIENCE
KMJ (News Talk 580 AM)	2.3	10.7	General market, 25+
KSKS (Country 93.7)	1.4	6.9	General market, 25+
KJWL (Nostalgia 99.3)	1.4	6.6	General market, 25+
KJFX (Classic Rock 95.7)	1.1	5.1	General market, 25+
KSOF (Lite Rock 98.9)	1.0	4.5	General market, 25+
KMGV (MEGA 97.9)	1.0	4.5	General market, 25+
KOQO (Super Q 101.9)	0.8	3.8	General market, 25+
KEZL (Smooth Jazz 96.7)	0.8	3.6	General market, 25+
KRZR (Wild Hare 103.7)	0.8	3.6	General market, 25+
KLBN (La Buena 105.1)	0.7	3.2	General market, 25+

* *Average AQH Rating* reflects the percentage of total radio audience reached by the station in an average one-quarter hour period from Monday to Friday, 6 a.m. to 7 p.m. based on a four-book Arbitron average.

Average AQH Share represents the percentage of the radio audience listening to a particular radio station.

Newspaper

The Fresno Bee has been the dominant newspaper of the region for many years. There are also several smaller newspapers that serve the other cities in the Water Forum service area. The following newspapers will be considered for placing advertisements:

- *Business Journal*
- *Clovis Independent*
- *Dinuba Sentinel*
- *Fowler Ensign*
- *Fresno Bee*
- *Hanford Sentinel*
- *Kerman News*
- *Kingsburg Recorder*
- *Neighbors*
- *Parlier Post*
- *Reedley Exponent*
- *Sanger Herald*
- *Selma Enterprise*
- *Vida en el Valle*

Signage

Outdoor advertising, such as billboards and bus signs, are utilized to reinforce the newspaper and broadcast media in reaching the general public audience. It also serves to reinforce the Water Forum's branding.

Bus signage is an effective medium for delivering messages specifically to the Fresno Metropolitan Area. The signs are posted on the exterior and interior of the buses. The signage on the side of the bus is called a "king" while the signage on the back of the bus is known as a "tail." These forms are widely visible by commuters and bus riders. The interior bus signage is especially effective in reaching the bus rider. Interior signage is posted on the inside of the bus for three months at a time. Fresno Area Express puts this signage up at no cost to the non-profit or government agency. Both of these opportunities are cost effective and provide visibility to all ethnic demographics and audiences.

Figure 3. Tools and Media Most Appropriate to Reach Specific Audiences

AUDIENCES	TOOLS						MEDIA			
	Stakeholder Meetings	Speakers Bureau	Editorial Relations	Long Format Video	Website	Printed Materials	Direct Mail	Television	Radio	Newspaper Signage
<i>Potential Customers</i>										
Government Officials	•		•	•		•				
Large Industry COOs	•		•	•		•	•			
Developers	•		•	•		•				
Agribusiness	•		•	•		•	•			
Small Business Owners		•	•			•	•			
General Public					•	•	•	•	•	•
<i>Influencers</i>										
Business Organizations	•	•	•	•		•				
Service Clubs		•	•	•		•				
Environmental Groups	•	•	•			•				
Taxpayer Groups	•		•			•				
Media			•	•	•	•				

Figure 4. Tools and Media Most Appropriate in the Distribution of Specific Message Concepts

MESSAGE CONCEPTS	TOOLS							MEDIA			
	Stakeholder Meetings	Speakers Bureau	Editorial Relations	Long Format Video	Website	Printed Materials	Direct Mail	Television	Radio	Newspaper	Signage
<i>Objective 1 Brand Water Forum as a regional entity addressing water reliability and quality for agricultural, urban and natural resources needs.</i>											
1a. The Water Forum is a regional effort that includes involvement from cities, county, irrigation districts, resource agencies and environmental groups.	•	•	•	•	•	•	•	•	•	•	•
1b. Members of the Water Forum have been addressing water supply and quality issues for many years.	•	•	•	•	•	•	•	•	•	•	•
1c. Water Forum participants realize that water, land use, and environmental resource issues are interrelated and of regional scope.	•	•	•	•	•	•	•	•	•	•	•
<i>Objective 2. Educate the public on the issues of the region's water resources.</i>											
2a. Overdraft of the groundwater resources is the problem to be addressed in the Kings River Basin.	•	•	•	•	•	•	•				
2b. Water demand has exceeded the available surface and groundwater supplies as they are currently developed and managed.	•	•	•	•	•	•	•	•	•	•	•
2c. Migration of poor quality water is a factor in the operation of the groundwater basin.	•	•	•	•	•	•					
2d. Water is a finite resource.	•	•	•	•	•	•	•	•	•	•	•
<i>Objective 3 . Promote the IRWMP process to gain support for water management strategies being considered by the Water Forum.</i>											
3a. The IRWMP will define projects and programs to manage and develop the surface water and groundwater supplies in a sustainable manner.	•	•	•	•	•	•	•				
3b. The IRWMP is the result of a collaborative planning process that is intended to plan for the future as well as reduce or avoid conflicts related to the water supply, groundwater management, ecosystem restoration, and water quality.	•	•	•	•	•	•	•				
<i>Objective 4 . Mobilize the electorate to vote on projects that improve regional water reliability and quality.</i>											
4a. New water supply infrastructure is needed today to meet future demands from urban growth, environmental needs and agricultural usage.	•	•	•	•	•	•	•	•	•	•	•
4b. Projects proposed for development have been identified through an integrated hydrologic model of the Kings River Basin to determine the optimal benefits they provide to water resources planning.	•	•	•	•	•	•	•				

ASSESSMENT

Document and evaluate - both quantitatively and qualitatively - the level of effort expended in the implementation of the public outreach effort and the level of success in increasing awareness of the Water Forum and support for its programs. During the development of each task or project, identify measurable objectives for later evaluation.

Documentation

Quantitative documentation will include, but is not limited to, tracking the:

- Number of stakeholder meetings
- Number of community presentations
- Number of brochures and fact sheets distributed
- Number of impressions generated through articles and public relations
- Attendance at events
- Number of website hits

Qualitative documentation will be solicited through community response forms and evaluation forms given out at community presentations and other events.

At the close of a media campaign, a media reconciliation will provide proof of publication or commercial airing, a cost analysis, and an analysis of the audience reached.

Evaluation

At the end of each fiscal year, an annual report of the public outreach effort will be prepared. It will summarize the year's activities and evaluate the progress and effectiveness of the public outreach effort. As part of the evaluation process, available resources will be reviewed and the Plan shall be updated as necessary.

Accountability to Water Forum Goals

Four strategic objectives were established to guide the public outreach effort over the next five years. Assessment tools include, but are not limited to, the following methods for measuring success in reaching these goals:

Brand the Water Forum as a regional entity addressing water reliability and quality and agricultural, urban and natural resource needs.

- Response forms at community presentations
- Responses solicited through stakeholder focused interviews and information exchange meetings

Educate the public on the region's water resources.

- Response forms at community presentations
- Documentation of editorial/media coverage of Water Forum issues

Promote the IRWMP process to gain support for water management strategies being considered by the Water Forum.

- Response forms at community presentations
- Documentation of editorial/media coverage of Water Forum issues

Mobilize the electorate to vote on projects that improve regional water reliability and quality.

- Stakeholder focused interviews and information exchange meetings
- Document the progress of proposed projects through the decision making process
- Editorial board positions
- Endorsements

SECTION THREE – IMPLEMENTATION

INTRODUCTION

This section of the Plan describes the strategic tasks, identifying public outreach activities and materials to be developed and implemented over a period of five years. The Plan's tasks seek to target specific audiences and coordinate with existing information and educational programs.

CURRENT TASKS: YEAR 1 (2005)

1. Strategic Plan

Prepare a strategic plan that outlines message concepts, target audiences, tools and media to be used, and assessment tools to measure the effectiveness of the public outreach effort. Identify specific activities to be conducted and products to be developed over a 5-year period. The plan will be sufficiently flexible to allow for revisions as necessary.

2. Printed Materials

Develop additional fact sheets to assist Water Forum members in communicating the steps being taken to develop an IRWMP and educate targeted audiences about water resource issues.

3. Stakeholder Meetings

Meet with identified community leaders to promote Water Forum goals and objectives.

4. Assessment and Plan Update

Document and evaluate - both quantitatively and qualitatively - the level of effort expended in the implementation of the public outreach effort and the level of success in increasing awareness of the Water Forum and support for its programs. During the development of each task or project, identify measurable objectives for later evaluation. Quantitative documentation will include tracking the number of community presentations and stakeholder meetings, the number of brochures and fact sheets distributed, the attendance at events, the number of articles written, etc. Qualitative documentation will be solicited through community response forms and evaluation forms given out at community presentations and other

YEAR 2 TASKS (2006)

1. Creative Branding

Identify effective images, themes and a graphic style for use in the General Awareness Packet and other communication collateral. Develop a logo and tag line for the Water Forum.

2. Long format Video

Develop a long format video for educating the public about water resources issues in the region and present the concept of integrated resource solutions. Utilize this communication tool also to brand the Water Forum.

3. Speakers' Bureau

Develop a Speakers' Bureau Kit to provide a script and guidelines for effective presentations to community groups. Generate a PowerPoint presentation to be used alone or in tandem with the long format video as a flexible tool for promoting the IRWMP and promote participation in defining solutions through the IRWMP process. Provide training to Water Forum participants and other interested parties in reaching out to community groups.

4. Website

Develop a website that enhances the public outreach effort to build awareness and understanding of Water Forum, its mission and functions. It will be designed to enhance communication with the various target audiences.

5. Editorial and Media Relations

Prepare press releases and backgrounders, identify opportunities for and write opinion editorials, prepare for and organize editorial board visits, disseminate releases and organize media coverage, and arrange a press tour for broadcast and print media.

6. Community Relations

Utilize existing networks to hold briefing sessions with key community leaders.

7. Stakeholder Meetings

Arrange stakeholder meetings, as needed.

8. Printed Materials

Develop fact sheets or other collateral to assist Water Forum members in communicating with stakeholders and the general public.

9. Assessment and Plan Update

Document and evaluate - both quantitatively and qualitatively - the level of effort expended in the implementation of the public outreach effort and the level of success in increasing awareness of Water Forum and support for its programs. At the end of the fiscal year, review available resources, progress and effectiveness of the public outreach effort and update the Plan as necessary.

YEAR 3 TASKS (2007)

1. General Awareness Packet

Develop and produce a general awareness communication packet for use in stakeholder outreach. The packet will include a folder, brochure and fact sheets.

2. Speakers' Bureau

Support the speakers' bureau program as needed. Revise and update the kit as new messages are incorporated into the program. Promote speaking services, and make presentations whenever possible. Recruit and train speakers as necessary to meet demand.

3. Website

Update and maintain the website to support the public outreach effort and incorporate graphical visuals developed from the integrated hydrologic model. Ensure consistency with other communication tools.

4. Editorial and Media Relations

Provide ongoing strategic public relations services to utilize the press and media in building public awareness of and support for Water Forum and its programs.

5. Community Relations

Utilize existing networks to hold briefing sessions with key community leaders.

6. Stakeholder Meetings

Assist District staff with scheduling and attending stakeholder meetings, as needed.

7. Public Meetings

As the Water Forum becomes involved in financing a water resource project, conduct the necessary public meetings throughout the year to ensure an open, public process. Plan, organize and facilitate these meetings. Produce public meeting notices and place in local newspapers.

8. TV and Radio spots

Develop television and radio spots in English and Spanish. Utilize the spots in the mixed media campaign to mobilize the electorate to take affirmative actions on Water Forum projects seeking funding.

9. Print Ads and Signage

Develop print ads and signage to reinforce the public service announcements in building public awareness of the Water Forum.

10. Mixed Media Campaign

A mixed media campaign utilizing television, radio, newspaper and signage will be used to reach the English and Spanish speaking general public to build support for bond measures to fund Forum projects.

11. Assessment and Plan Update

Document and evaluate - both quantitatively and qualitatively - the level of effort expended in the implementation of the public outreach effort and the level of success in increasing awareness of Water Forum and support for its programs. At the end of the fiscal year, review available resources, progress and effectiveness of the public outreach effort and update the Plan as necessary.

YEAR 4 TASKS (2008)

1. Speakers Bureau

Support the speakers' bureau program as needed. Revise and update the kit as new messages are incorporated into the program. Promote speaking services, and make presentations whenever possible. Recruit and train speakers as necessary to meet demand.

2. Website

Update and maintain the website to support the public outreach effort and incorporate graphical visuals developed from the integrated hydrologic model. Ensure consistency with other communication tools.

3. Editorial and Media Relations

Provide ongoing strategic public relations services to utilize the press and media in building public awareness of and support for Water Forum and its programs.

4. Community Relations

Utilize existing networks to hold briefing sessions with key community leaders.

5. Stakeholder Meetings

Assist District staff with scheduling and attending stakeholder meetings, as needed

6. Printed Materials

Develop fact sheets or other collateral to assist Water Forum members in communicating with stakeholders and the general public.

7. Public Meetings

As the Water Forum becomes involved in financing a water resource project, conduct the necessary public meetings throughout the year to ensure an open, public process. Plan, organize and facilitate these meetings. Produce public meeting notices and place in local newspapers.

9. Dedication Events

Dedicate completed Water Forum water management projects to celebrate and promote the success of an integrated, regional water management efforts by the Water Forum.

10. Assessment and Plan Update

Document and evaluate - both quantitatively and qualitatively - the level of effort expended in the implementation of the public outreach effort and the level of success in increasing awareness of Water Forum and support for its programs. At the end of the fiscal year, review available resources, progress and effectiveness of the public outreach effort and update the Plan as necessary.

YEAR 5 TASKS (2009)

1. Speakers' Bureau

Support the speakers' bureau program as needed. Revise and update the kit as new messages are incorporated into the program. Promote speaking services, and make presentations whenever possible. Recruit and train speakers as necessary to meet demand.

2. Website

Update and maintain the website to support the public outreach effort and incorporate graphical visuals developed from the integrated hydrologic model. Ensure consistency with other communication tools.

3. Editorial and Media Relations

Provide ongoing strategic public relations services to utilize the press and media in building public awareness of and support for Water Forum and its programs.

4. Community Relations

Utilize existing networks to hold briefing sessions with key community leaders.

5. Stakeholder Meetings

Assist District staff with scheduling and attending stakeholder meetings, as needed

6. Printed Materials

Develop fact sheets or other collateral to assist Water Forum members in communicating with stakeholders and the general public.

7. Public Meetings

As the Water Forum becomes involved in financing a water resource project, conduct the necessary public meetings throughout the year to ensure an open, public process. Plan, organize and facilitate these meetings. Produce public meeting notices and place in local newspapers.

9. Dedication Events

Dedicate completed Water Forum water management projects to celebrate and promote the success of an integrated, regional water management efforts by the Water Forum.

10. Assessment and Plan Update

Document and evaluate - both quantitatively and qualitatively - the level of effort expended in the implementation of the public outreach effort and the level of success in increasing awareness of Water Forum and support for its programs. At the end of the fiscal year, review available resources, progress and effectiveness of the public outreach effort and update the Plan as necessary.

TIMELINE AND BUDGET

[illegible]

\$5,000.00

[illegible]

\$65,000.00

[illegible]

\$121,000.00

YEAR 4 TASKS - 2008	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Budget
Speaker's Bureau													In-kind
Website													\$7,000
Website maintenance													In-kind
Editorial and Media Relations													In-kind
Community Relations													In-kind
Stakeholder Meetings													In-kind
Printed Materials													\$8,000
Public Meetings													In-kind
Dedication Events													\$15,000
Assessment and Plan Update													In-kind
													\$30,000.00

YEAR 5 TASKS - 2009	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Budget
Speaker's Bureau													In-kind
Website													\$7,000
Website maintenance													In-kind
Editorial and Media Relations													In-kind
Community Relations													In-kind
Stakeholder Meetings													In-kind
Printed Materials													\$8,000
Public Meetings													In-kind
Dedication Events													\$15,000
Assessment and Plan Update													In-kind
													\$30,000.00



County of Fresno

DEPARTMENT OF PUBLIC WORKS AND PLANNING
ALAN WEAVER, DIRECTOR

November 10, 2010

Eric C. Osterling
Associate Resource Analyst
Grant Programs / Hydrology
Water Resources Department
Kings River Conservation District
4886 E Jensen Ave
Fresno, CA 93725

Re: Application for funding Drummond Jensen Avenue Sewer Connection Project Feasibility Study

Dear Mr. Osterling:

Attached is a Grant Application for funding through the Upper Kings IRWM Authority for Round 1 of IRWMP Proposition 84 Implementation funds administered by the California Department of Water Resources (DWR). If approved, funding from this application would be utilized to conduct Feasibility Study tasks to move ahead with planning and design efforts for the Drummond Jensen Avenue Sewer Project.

The Drummond Jensen neighborhood consists of 28 parcels with 29 residences, all of which are served by individual septic systems. Numerous septic systems are no longer operating properly due to long-term septic system use in poor soil conditions (hardpan) such that the soil has become saturated and can no longer support septic systems. This has led to back-ups, overflows and expensive maintenance and pumping of septic tanks and represents a potential health hazard to residents of the community.

Continued use of septic tank systems in this neighborhood also contributes to nitrate contamination of groundwater in the area. Water from private domestic wells then serving these properties was tested in 2000 with results indicating nitrate levels 130 percent of the Maximum Contaminant Level.

This proposed Feasibility Study, for engineering design and environmental work, is the next step towards connecting this neighborhood's properties to the City of Fresno's sewer system.

On behalf of the County of Fresno we thank you for the consideration of this application.

Sincerely,

Alan Weaver, Director
Department of Public Works and Planning

Enclosures

**EAST OROSI COMMUNITY SERVICES DISTRICT
PO BOX 213
OROSI, CA 93647**

January 4, 2011

California Department of Water Resources
Division of Integrated Regional Water Management
Financial Assistance Branch
P.O. Box 942836,
Sacramento, CA 94236-0001
Attn: Trevor Joseph

Re: Support for the Proposition 84 Implementation Grant application submitted by the Upper Kings Basin IRWM Authority

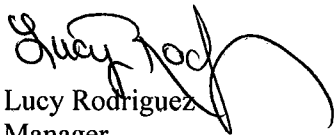
Dear Mr. Joseph:

This letter is to express support for the Proposition 84 Implementation Grant application (Application) submitted by the Upper Kings Basin IRWM Authority (Water Authority). This Application is part of a continued and successful effort by over 40 local public and private entities seeking to address water supply, water quality, and various other water resources issues for the Kings Basin region.

The Kings Basin region is represented by vast expansions of highly productive agricultural land, numerous medium to large urban centers, and a myriad of small disadvantaged communities. All are dependent upon a reliable and high quality groundwater and surface water supply.

This area of the Central San Joaquin Valley continues to suffer from the economic downturn and maintains some of the highest unemployment rates in the nation. Funding is imperative to support necessary investments in infrastructure and programs that will enhance and protect critical water supply and water quality needs in the Kings Basin region. The Application includes several projects that will expand groundwater recharge, water use efficiency and water quality for the various interests including a project to rehabilitate our two wells so that we can provide an adequate supply of quality potable water for our residents. I fully support the Water Authority and its objectives, including those addressed through this Application, and encourage you to give it your most serious consideration.

Sincerely,



Lucy Rodriguez
Manager

BAKMAN WATER COMPANY

TELEPHONE (559) 255-0324 • P.O. BOX 7965 • 5105 E. BELMONT • FRESNO, CA 93747

January 3, 2011

Upper Kings Basin IRWM Authority
C/O Eric Osterling
Kings River Conservation District
4886 E. Jensen Avenue
Fresno, CA 93725

Subject: Support for Upper Kings IRWM Authority Grant Application

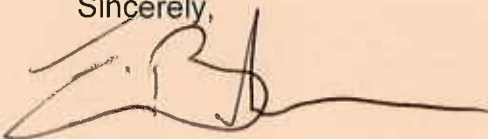
Dear Mr. Osterling,

As you are aware, in November 2010, Bakman Water Company submitted its Water Meter Installation Project for consideration for inclusion in the Upper Kings Basin IRWM Authority's Implementation Grant application. On behalf of the Bakman WC, we are in full support of the grant application, have been actively involved in the application preparation, and the project will provide significant funding assistance to the disadvantaged community that we serve.

If selected for funding, the project will allow the community served by our water system to meet the required water meter installation requirements, offset the water assessment required to install the meters, and help to conserve at least 10% of our water supply in an over-drafted aquifer with known contamination plumes. Our community is aware of the planned installation of water meters as we have begun the process of installation in some of the neighborhoods as we have communicated to the community of the planned meter installation over the course of the next several years as required by law. If selected, we will be actively involved in the preparation of the required reporting and monitoring associated with the grant funding.

Bakman WC has been involved with the Upper Kings IRWMP for more than a year, and looks forward to continuing to be involved in helping the region pursue the goals of sustaining and protecting our groundwater supply.

Sincerely,



Tim Bakman

STATE CAPITOL
SACRAMENTO, CA 95814
(916) 651-4016

California State Senate

SENATOR
MICHAEL J. RUBIO
SIXTEENTH SENATE DISTRICT



January 4, 2011

California Department of Water Resources
Division of Integrated Regional Water Management
Financial Assistance Branch
Attn: Trevor Joseph
P.O. Box 942836
Sacramento, CA 94236-0001

Dear Mr. Joseph:

I am pleased to write this letter in support of the Proposition 84 Implementation Grant application (Application) submitted by the Upper Kings Basin IRWM Authority (Water Authority). This Application is part of a continued and successful effort by over 40 local public and private entities seeking to address water supply, water quality, and various other water resources issues for the Kings Basin region.

The Kings Basin region is represented by vast expansions of highly productive agricultural land, numerous medium to large urban centers, and encompasses many small disadvantaged communities. All are dependent upon a reliable and high quality groundwater and surface water supply. The region is renowned for several environmental programs, which have found success through a coordinated effort facilitated by the Water Authority to utilize limited water resources to support multiple objectives.

This area of the Central San Joaquin Valley continues to suffer from the economic downturn and maintains some of the highest unemployment rates in the nation. Funding is imperative to support necessary investments in infrastructure and programs that will enhance and protect critical water supply and water quality needs in the Kings Basin region. The Application includes several projects that will expand groundwater recharge, water use efficiency and water quality for the various interests represented by the Water Authority. I support the Water Authority and its objectives, including those addressed through this Application, and encourage you to give it your most serious consideration.

If you should have any questions or concerns, please do not hesitate to contact my office at 916-651-4016.

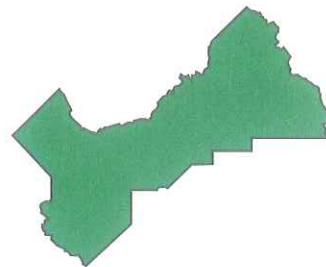
Sincerely,

A handwritten signature in black ink that reads "Michael".

Michael J. Rubio
State Senator
Sixteenth District

Fresno County Farm Bureau

Serving agriculture since 1917



Trevor Joseph
Senior Engineering Geologist
California Department of Water Resources
Division of Integrated Regional Water Management
Financial Assistance Branch
901 P Street
Sacramento, CA 95814

This letter is to express Fresno County Farm Bureau's (FCFB) support for the Proposition 84 Implementation Grant application (Application) submitted by the Upper Kings Basin IRWM Authority (Water Authority). This Application is part of a continued and successful effort by over 40 local public and private entities seeking to address water supply, water quality, and various other water resources issues for the Kings Basin region.

The Kings Basin region is represented by vast expansions of highly productive agricultural land, numerous medium to large urban centers, and a myriad of small disadvantaged communities. All are dependent upon a reliable and high quality groundwater and surface water supply. The region is renowned for several environmental programs, which have found success through a coordinated effort facilitated by the Water Authority to utilize limited water resources to support multiple objectives. Agencies and private interests that participate in the Water Authority recognize the importance of investing in facilities and projects that support these various needs.

This area of the Central San Joaquin Valley continues to suffer from the economic downturn and maintains some of the highest unemployment rates in the nation. Funding is imperative to support necessary investments in infrastructure and programs that will enhance and protect critical water supply and water quality needs in the Kings Basin region. The Application includes several projects that will expand groundwater recharge, water use efficiency and water quality for the various interests represented by the Water Authority. FCFB fully supports the Water Authority and its objectives, including those addressed through this Application, and encourages D.W.R. give the Application serious consideration.

Sincerely,

Ryan Jacobsen
C.E.O.



A Nonprofit Housing and Community Development Organization

January 4, 2011

California Department of Water Resources
Division of Integrated Regional Water Management
Financial Assistance Branch
P.O. Box 942836,
Sacramento, CA 94236-0001
Attn: Trevor Joseph

Re: Support for the Proposition 84 Implementation Grant application submitted by the Upper Kings Basin IRWM Authority

Dear Mr. Joseph:

This letter is to express support for the Proposition 84 Implementation Grant application (Application) submitted by the Upper Kings Basin IRWM Authority (Water Authority). This Application is part of a continued and successful effort by over 40 local public and private entities seeking to address water supply, water quality, and various other water resources issues for the Kings Basin region.

The Kings Basin region is represented by vast expansions of highly productive agricultural land, numerous medium to large urban centers, and a myriad of small disadvantaged communities. All are dependent upon a reliable and high quality groundwater and surface water supply. The region is renowned for several environmental programs, which have found success through a coordinated effort facilitated by the Water Authority to utilize limited water resources to support multiple objectives. Agencies and private interests that participate in the Water Authority recognize the importance of investing in facilities and projects that support these various needs.

This area of the Central San Joaquin Valley continues to suffer from the economic downturn and maintains some of the highest unemployment rates in the nation. Funding is imperative to support necessary investments in infrastructure and programs that will enhance and protect critical water supply and water quality needs in the Kings Basin region. The Application includes several projects that will expand groundwater recharge, water use efficiency and water quality for the various interests including the disadvantaged communities of East Oroquieta and the Drummond Jensen neighborhood represented by the Water Authority. I fully support the Water Authority and its objectives, including those addressed through this Application, and encourage you to give it your most serious consideration.

Sincerely,

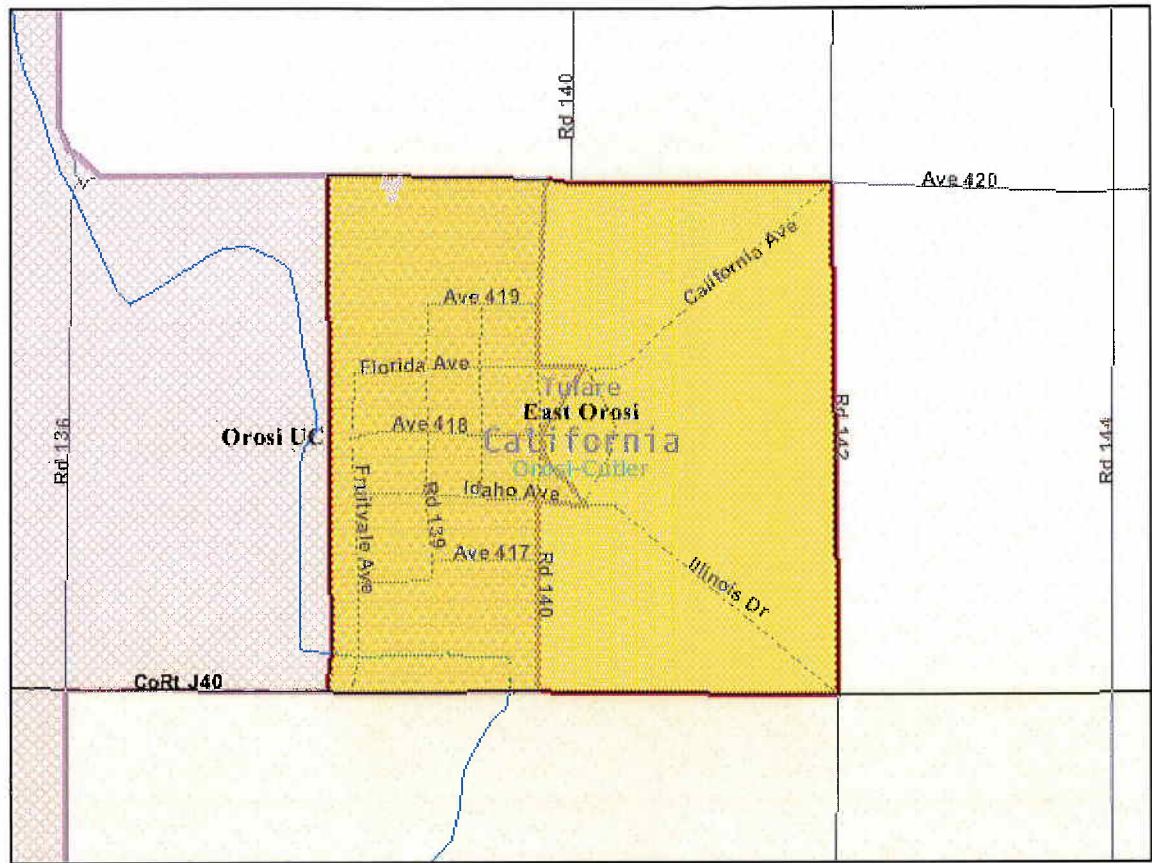
Peter N. Carey
President/CEO

Boundaries

- State
- '00 County
- '00 Co Sub
- '00 Subbarrio
- '00 Place
- '00 Con City
- '00 Urban Area
- '00 Urban Area

Features

- Major Road
- Street
- Stream/Waterbody
- Stream/Waterbody



1.1 mile across

Close



P1. TOTAL POPULATION [1] - Universe: Total population

Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	East Orosi CDP, California
Total	436

U.S. Census Bureau
Census 2000

P53. MEDIAN HOUSEHOLD INCOME IN 1999 (DOLLARS) [1] - Universe: Households

Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	East Orosi CDP, California
Median household income in 1999	26,071

U.S. Census Bureau
Census 2000

Standard Error/Variance documentation for this dataset:

Accuracy of the Data: Census 2000 Summary File 3 (SF 3) - Sample Data (PDF 141.5KB)

Demographic Summary: 2006
Fresno, CA
Bakman Water Company

Scan/US, Inc.
11/15/2006

Population

In Group Quarters	346	1.6%
Race:		
White	10,371	46.6%
Black	1,887	8.5%
American Indian	216	1.0%
Asian	4,134	18.6%
Pacific Islander	33	0.1%
Other/Multi-Racial	5,620	25.2%
Hispanic Origin	10,554	47.4%
Sex:		
Male	10,783	48.4%
Female	11,477	51.6%
Age:		
< 10 Years	4,461	20.0%
10 - 14 Years	2,041	9.2%
15 - 19 Years	1,959	8.8%
20 - 24 Years	2,016	9.1%
25 - 34 Years	3,223	14.5%
35 - 44 Years	2,611	11.7%
45 - 54 Years	2,404	10.8%
55 - 64 Years	1,572	7.1%
65 - 74 Years	922	4.1%
75 - 84 Years	685	3.1%
85+ Years	367	1.6%

Median Age 28.3

Households 6,599

Average Household Size 3.3

Family Households 5,001 75.8%

Average Family Size 4.0

Non-Family Households 1,597 24.2%

Average Non-Fam HH Size 1.2

Households by Income

\$0 - \$24,999	2,570	38.9%
\$25,000 - \$49,999	1,909	28.9%
\$50,000 - \$74,999	1,132	17.2%
\$75,000 - \$99,999	512	7.8%
\$100,000 +	475	7.2%

Average HH Income \$42,291

Median HH Income \$33,985

Per Capita Income \$13,025

Vehicles Available 11,288

Average Vehicles/HH 1.7

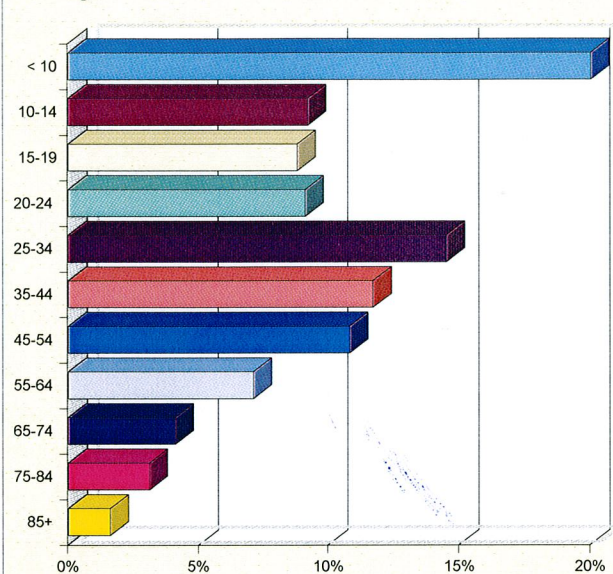
Total Housing Units 7,005

Owner Occupied 2,741 39.1%

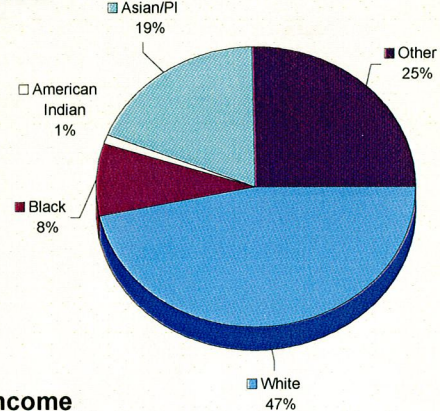
Renter Occupied 3,858 55.1%

Vacant 406 5.8%

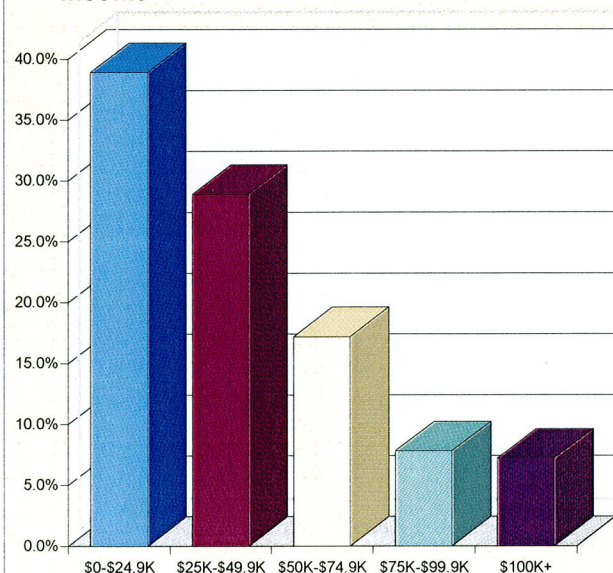
Age



Race



Income



Source: Scan/US 2006 Estimates

Scan/US, Inc.

11/15/2006

www.scanus.com